



WDAF-TV

ORDER

Print Date 08/10/12

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Flight Dates 08/12/12-08/19/12

Order Sep 00:15:00

Product

Estimate # August 12-19, 2012

Contract / Revision 567374 /

August 12-19, 2012

Alt Order #

Original Date / Revision
08/09/12 08/10/12

Agency Com 15%

Billing Type Cash

Billing Contact Suzanne Lorimer

Order Type GENERAL

Advertiser McCaskill/D/US Senate

1580 Lincoln Street
Suite 510
Denver, CO 80203

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Agency Media Strategies & Research

Demographic A25-54

Rev Codes SP-POL PLC POL

Buying Contact

Sales Office L-KC

Product Codes PL1Bb

Sales Region LOC

Priority DEFAULT

Agency Ref

Advertiser Ref

11350 Random Hills Rd
Suite 670
Fairfax, VA 22030

Primary Account Executive
Local WDAF House

Account Executive	Order%	Start Date	End Date
Local WDAF House	100%		
Jeannie Blau	%		

Order Share 20% Market Value 113450

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	34035
KCWE	%	0
KMBC	30%	34035
KMCI	%	0
KPXE	%	0
KSHB	20%	22690
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	29	\$19,286.50	\$22,690.00	0.00	07/30/12	08/18/12	29	\$19,286.50	\$22,690.00
Totals	29	\$19,286.50	\$22,690.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	4	08/13/12	08/16/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	1111---	1:00	4	\$900.00	2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1111---					4	\$900.00		0.00			
N 2	4	08/13/12	08/17/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	1-111--	1:00	4	\$900.00	2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-111--					4	\$900.00		0.00			
N 3	4	08/13/12	08/13/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	1-----	1:00	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-----					1	\$300.00		0.00			
N 4	4	08/14/12	08/14/12	M-F 10-11a	CM-All	10-11a	-1-----	1:00	1	\$200.00	3	0.00	NM	1	\$200.00



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Contract / Revision

567374

Flight Dates 08/12/12-08/19/12

Hiatus Dates

Original Date / Revision 08/09/12/ 08/10/12

Order Sep 00:15:00

Advertiser McCaskill/D/US Senate

Product August 12-19, 2012

Estimate # August 12-19, 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-1-----					1	\$200.00		0.00			
N 5	4	08/17/12	08/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----1--	1:00	1	\$300.00	3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----1--					1	\$300.00		0.00			
N 6	4	08/15/12	08/15/12	M-F 1-130p M-F 1-130p	CM-All	1-130p	--1----	1:00	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1----					1	\$200.00		0.00			
N 7	4	08/14/12	08/17/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	-1--1--	1:00	2	\$200.00	3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-1--1--					2	\$200.00		0.00			
N 8	4	08/16/12	08/16/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---1---	1:00	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---1---					1	\$600.00		0.00			
N 9	4	08/14/12	08/17/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	-1--1--	1:00	2	\$600.00	3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-1--1--					2	\$600.00		0.00			
N 10	4	08/13/12	08/16/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	1-11---	1:00	3	\$800.00	3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-11---					3	\$800.00		0.00			
N 11	4	08/13/12	08/17/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	11--1--	1:00	3	\$600.00	3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	11--1--					3	\$600.00		0.00			
N 12	4	08/15/12	08/15/12	Wednesday Prime Rotator FOX Prime Wed. Rotator	CM-All	7p-9p	--1----	1:00	1	\$3,000.00	2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1----					1	\$3,000.00		0.00			
N 13	4	08/15/12	08/15/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	--1----	1:00	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1----					1	\$1,000.00		0.00			
N 14	4	08/14/12	08/14/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	-1-----	1:00	1	\$1,500.00	2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-1-----					1	\$1,500.00		0.00			
N 15	4	08/17/12	08/17/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	----1--	1:00	1	\$750.00	2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----1--					1	\$750.00		0.00			
N 16	4	08/18/12	08/18/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----1-	1:00	1	\$840.00	2	0.00	NM	1	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1-					1	\$840.00		0.00			



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Contract / Revision **567374** Flight Dates **08/12/12-08/19/12**

Hiatus Dates

Original Date / Revision 08/09/12/ 08/10/12

Order Sep 00:15:00

Advertiser **McCaskill/D/US Senate** Product **August 12-19, 2012**

Estimate # **August 12-19, 2012**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N18	4	08/12/12	08/12/12	Su 9-10p	CM-Ail	9-10p	-----1	1:00	1	\$1,000.00	3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----1	1		\$1,000.00		0.00					
													Totals	29 \$22,690.00

WDAF-TV
RECORD OF INQUIRY FOR BROADCAST TIME BY OFFICE OR ON BEHALF OF
CANDIDATE FOR PUBLIC OFFICE

INSTRUCTIONS: This form **must** be completed by WDAF-TV personnel as to **all** requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, **whether or not** the inquiry results in an order being placed. Each completed form must be placed in the Station Public File immediately after it is completed and must be retained in the File for a period of two years.

- (1) Date and time of request: 8-9-12 12:20 PM
- (2) Name of person making the request: Suzanne Lorimer
- (3) Agency (if any): Media Strategies and Research
- (4) Address of agency: 1580 Lincoln Street, Suite 510, Denver, Colorado 80203
- (5) Telephone number of agency: 303-989-4700
- (6) Name of candidate: Claire McCaskill
- (7) If sponsor is a Committee, name of Committee: _____
McCaskill for Missouri 2012
- (8) Address of Committee: P.O. Box 300077, St. Louis, Missouri 63130
- Email Address: _____
- (9) Telephone number of Committee: 314-918-8100
- (10) Committee officers: Adrianne Marsh
Chairman/Manager

Vice Chairman

Mishelle Sherod
Treasurer
- (11) Is it the candidate's authorized Committee? Yes
- (12) Political Party of candidate: Democrat

(13) Office for which candidate is running: United States Senator

(14) (check one)

X
Federal Office State Office Local Office

(15) Election for which candidate is campaigning: November 2012

(16) Date of election: _____ Primary: 8-7-2012 General: 11-6-2012

(17) Programs or times requested: all

(18) Dates requested: 8/10-19, 2012

(19) Length of spot / program time requested: :30

(20) Request made: In writing X Orally _____
(Check one: If in writing, attach and retain)

(21) Station offer: Sent current rate card

(22) Disposition of request: Granted X Not Granted _____
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain. If granted, attach contract and invoice, when available)

(23) Request for documentation that candidate is legally qualified:

Yes _____ No X (Attach any written documentation received)

(24) Political Disclosure Form submitted to requestor: 2-16-12
Date

Comments (if any) _____

FOX4 – WDAF-TV

Station

Janice Ray
Signature of Person receiving request on behalf of station

COPY TO: ☐ STATION PUBLIC FILE